

## Application for projects over \$500

Approval Requested

☒ Final

☐ Preliminary

**Organization Name: Yellowstone Country Montana**

**Project Name: FY 08-09 OPPORTUNITY FUNDS—  
Denver Airport Media Advertising  
7-7-08**

**Approved 7/11/08  
Audits/Apps committee**

**Application Completed by: Robin Hoover**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

We plan to keep our three signs in the Denver International Airport through December 15, 2008. Denver International Airport is a major hub for United, Frontier and Air Canada. It is the 5<sup>th</sup> largest airport in North America. The signs are in the A Concourse (Frontier). There are two wall wraps and one diorama. We will be changing the artwork this fall to reflect our winter campaign. We should achieve approximately 11,042,504 impressions per month. We said in our original application that we planned to continue this project, and we are. The response has been very positive.

**One diorama sign, 125”w x 43”h will be placed in the A Concourse (Frontier) along with two 83” x 43” train-wall wraps.**

### Objectives

- Continue branding awareness efforts—showcase YC region as “America’s 1st Playground,” and promoting YNP as a Montana product
- Achieve 11,042,504 impressions per month
- Encourage visitors and residents of Denver and surrounding areas to visit YC

**Refer to the portions of your marketing plan, which support this project.**

Attract new tourism dollars into the region.

Increase tourism dollars by extending lengths of stay in the region.

Identify and prioritize key elements and targets of an area marketing plan.

### How does this project support the Strategic Plan?

- Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-

Impact Visitors.

**.REGION/CVB PROJECT BUDGET**  
**Denver Airport**  
**Media**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Concept	\$ 100	+	\$ 0	=	\$ 100
Layout/Design/Art (new:fall/winter)	\$ 750	+	\$ 0	=	\$ 750
Copywriting/Editing/Proofing	\$ 200	+	\$ 0	=	\$ 200
Photography/Photo Selection	\$ 500	+	\$ 0	=	\$ 500
Production Management/Traffic	\$ 400	+	\$ 0	=	\$ 400
Printing/Print Prep/Installation	\$1,450	+	\$ 0	=	\$ 1,450
Distribution/Shipping	\$ 450	+	\$ 0	=	\$450
<b>TOTAL</b>	<b>\$ 3,850</b>		<b>\$ 0</b>		<b>\$ 3,850</b>

<b>MARKETING/ADVERTISING:</b>					
Sign Space	\$ 0	+	\$ 0	=	\$ 0
I Diarama/2 Wraps	\$45,000	+	\$ 0	=	\$ 45,000
	\$ 0	+	\$ 0	=	\$ 0
<b>TOTAL</b>	<b>\$45,000</b>		<b>\$ 0</b>		<b>\$ 45,000</b>

<b>TRAVEL:</b>					
Personal Car	\$ 0	+	\$ 0	=	\$ 0
Commercial Transportation	\$ 0	+	\$ 0	=	\$ 0
Meals	\$ 0	+	\$ 0	=	\$ 0
Lodging	\$ 0	+	\$ 0	=	\$ 0
Vehicle Rental	\$ 0	+	\$ 0	=	\$ 0
<b>TOTAL</b>	<b>\$0</b>		<b>\$ 0</b>		<b>\$ 0</b>

<b>OTHER:</b>					
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
	\$ 0	+	\$ 0	=	\$ 0
<b>TOTAL</b>	<b>\$ 48,850.00</b>		<b>\$ 0</b>		<b>\$ 48,850.00</b>

<b>REGION/CVB</b>	<b>PROJECT</b>				
<b>TOTAL</b>		<b>\$ 48,850</b>	<b>+</b>	<b>\$ 0</b>	<b>\$ 48,850</b>